

the State of Nebraska and there's a lot of efforts going on across the state on a state level and a regional level and then individuals. And one of the probably most difficult things to be able to get a handle on and to work with is signing and recognizing the impact of signing on the tourism industry. This is an extremely important bill. Senator Beutler served with me on a panel at the last state conference on tourism and at that time a couple of things we talked about was issues that affect signing and the requests from the people that were there over and over again, please do something about the TODS bill and please help facilitate the process of signing in the State of Nebraska. What we do is we spend many dollars on the state level, again on the local level in inviting people to come into the State of Nebraska. That invitation is made in many different ways through advertising promotions and then when they get here we don't always direct them very carefully to the services. We aren't very good hosts when they come in. That's where the TODS program comes in. It is directional signage. It does help people visiting our state, travelers visiting our state to be able to find the services that they need to accommodate their needs but also it's a good retention factor to keep them in the state just a little bit longer. The other thing that I see that the TODS bill does as extremely important is a control mechanism for signing in the state. Though signing is needed, you also need a good system to do that. I'm one of those that believes with the scenic value that we have in the State of Nebraska, the last thing we need are our highways and our byways cluttered with a lot of signs. This directs people in a uniform way. It is easily recognized. They realize what that sign means when it comes to services and goods, so when they go from one town to another it is there, they look for it and you don't have as much of a hodgepodge in cluttering up what I consider our scenic highways and arterial roads in Nebraska. Those are just some of the reasons, and there are many more, why I feel LB 108 would be a benefit to the State of Nebraska and its economy and I would urge its support.

PRESIDENT MOUL: Thank you, Senator Hillman. Senator Schimek.

SENATOR SCHIMEK: Yes, Madam President and members of the body, I just have a question or two of Senator Byars. First of all, Senator Byars, I commend you for bringing this bill because I think it's needed, but I want to make sure that I and the body understand what kind of signs we're talking about here. And if I'm understanding this correctly, the signs would not say, for